

WSSA STRATEGIC PLAN (2015-2020)

MISSION STATEMENT 2015-2020: The Weed Science Society of America promotes research, education, and extension outreach activities related to weeds and invasive plants; provides science-based information to the public and policy makers; fosters awareness of weeds and invasive plants and their impacts on managed and natural ecosystems; and facilitates professional development of its members.

Strategic Goal: To foster awareness and a better understanding of the biology, ecology and the impact of weeds and invasive plants to humans, and managed and natural ecosystems, in order to provide solutions to improve quality of life, public safety, agricultural productivity and ecosystem health through weed and invasive plant management. This goal can be achieved through the promotion of research, professional education, extension outreach and public awareness of the role and value of weed science information.

New strategic goals and objectives/key tasks

<p>1. Aid our members and affiliated societies in their scientific endeavors and professional growth</p>	<p>A. Support professional development training for members including, leadership, grant writing, and communication skills training.</p> <p>B. Identify and disseminate information about external funding opportunities and partnerships to support the research, education, extension and policy goals of WSSA.</p> <p>C. Offer certification credits for professional organizations at the annual meeting.</p> <p>D. Explore different formats, including newer technologies, to allow for exchange of extension oriented information.</p> <p>E. Recruit diverse members for WSSA leadership positions</p> <p>F. Recruit, train, and retain diverse and qualified undergraduate and graduate students into Weed Science.</p>
<p>2. Raise awareness and understanding of weeds and invasive plants, their impacts and best management practices</p>	<p>A. Provide new and innovative scientific discovery by holding conferences/workshops/symposia with governmental organizations, private and non-profit organizations that (a) need weed management information(e.g., Departments of Transportation, State Departments of Agriculture, utilities, railways, landscapers); (b) are involved in regulatory decisions (e.g., national and state or provincial agencies); and (c) environmental advocacy groups that manage conservation lands, work on invasive weeds, or influence public.</p> <p>B. Establish and maintain contacts with national and regional management and applicator organizations (e.g., National Aerial Applicators Association (NAAA), National Association of Crop Consultant associations, and many others).</p> <p>C. Make WSSA guidance/educational materials accessible to</p>

	<p>extension programs, US and Canadian federal and state agencies, as well as the general public.</p> <p>D. Identify and sponsor WSSA training courses and workshops to reach out to the public, other countries and potential members (e.g., NAISMA, NRVMA, certified crop advisors, practitioners, public land managers, conservation managers, etc.).</p> <p>E. Provide resources and be actively engaged in supporting educational outreach in elementary through high school programs, 4-H, FFA, Soil and Water Conservation, international programs etc.</p> <p>F. Work to include the professional title of Weed Scientist into regulation, legislation and job titles.</p> <p>G. Develop and publish press releases, white papers, books or newspaper columns on current weed science topics.</p>
<p>3. Advance weed science research</p>	<p>A. Identify key weed science research areas of strategic importance.</p> <p>B. Provide information to WSSA members on research funding opportunities.</p> <p>C. Provide a forum for research and information exchange through publications and meetings including international weed science research and collaboration with other science societies, including regional societies.</p> <p>D. Provide information and committee participation in key research and policy areas to improve funding opportunities for weed science research.</p> <p>E. Continue to advance and disseminate weed science research through the production of high quality journals.</p>
<p>4. Advance weed science education, extension and public outreach</p>	<p>A. Have internal materials available for members only</p> <ol style="list-style-type: none"> a. Provide publications or information about weed science directed toward the general public for extension outreach meetings and workshops. b. Generate short updates from the Director of Science Policy through appropriate technology (social media or post on website blog). <p>B. Establish a process to ensure that the WSSA web site is meeting society goals and is the primary source of information to members, potential members, regulators and the public. This may require that committee chairs (and members) contribute relevant and important information.</p> <p>C. Continue to provide external materials such as table of contents from the journals; highlight a paper or two from each issue, and educational materials available for non-members through electronic technology; such as links to educational material (interactive tools for weed identification, lists of invasive weeds, state noxious weed</p>

	<p>lists, and the resistant weed website.</p> <p>D. Support the timely development of education/information materials for specific issues important to Weed Science.</p> <p>E. Encourage student participation in the society, support mentorship activities for students in weed science, and provide leadership and professional development opportunities within the society.</p> <p>F. Provide resources to aid instructors in improving Weed Science curricula at higher educational institutions</p> <p>G. Educate the general public on Weed Science related issues Partner with other groups and scientific societies to provide a stronger and unified message to the general public.</p>
<p>5. Be the leading source of information on Weed Science for stakeholders and policy makers</p>	<p>A. Provide an interactive forum for interested parties in Weed Science, which includes industry, academic, government Weed Scientists and stakeholders (e.g., crop producers, ranchers, and land managers) to develop innovative strategies for weed management in agricultural and non-crop systems.</p> <p>B. Develop WSSA position papers for distribution to policy makers and general public as needed. Where possible include in part a global perspective on issues that cross borders.</p> <p>C. Partner in organizations that provide timely, science-based information to policy makers regarding public policy, legislation, and regulation related to weed science.</p> <p>D. Be recognized as the leading source of weed science information to USDA, EPA, other Federal/State agencies, and Canadian agricultural agencies through member appointments as WSSA Subject Matter Experts (SME) or National Institute of Food & Agriculture (NIFA) Fellow.</p> <p>E. Encourage government agencies (e.g., USDA and EPA) to ensure appropriate expertise in the weed science discipline in staffing.</p> <p>F. Through the Director of Science Policy position, increase awareness of weed and invasive plant issues (both members and policy makers) with policy and legislation affecting weed science and inform WSSA members about the federal policy process and activities relevant to weed science.</p> <p>G. Inform members on how to efficiently provide science-based information on weed science issues to legislators, regulators, and policy makers.</p> <p>H. Define core values and core competencies to promote the identity of WSSA to external audiences.</p>